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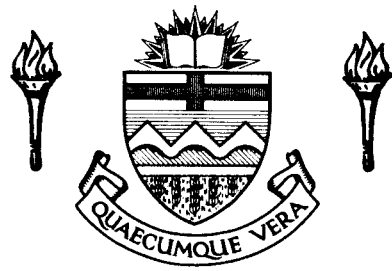
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1949-54

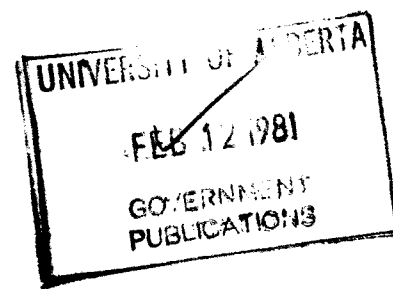
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# GOVERNMENT OF THE PROVINCE OF ALBERTA

FIFTH ANNUAL REPORT

1949

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. J. HOOKE  
MINISTER

RALPH R. MOORE  
DEPUTY MINISTER

*S.P. Moore of 1950*





F I F T H   A N N U A L   R E P O R T  
 OF THE  
D E P A R T M E N T   O F   E C O N O M I C   A F F A I R S  
 OF THE  
 P R O V I N C E   O F   A L B E R T A  
1949

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EDMONTON, Alberta.

TO HIS HONOUR,  
J. J. BOWLEN,  
Lieutenant Governor of the Province of Alberta.

SIR:

I beg to submit herewith the Report of the  
Department of Economic Affairs for the year ending  
December 31st, 1949.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE,

Minister of Economic Affairs.

February 1st, 1950.

ANNUAL REPORT, 1949

Edmonton, Alberta,  
January 25th, 1950.

TO THE  
HONOURABLE A. J. HOOKE,  
Minister of Economic Affairs,  
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the fifth Annual Report of the Department of Economic Affairs for the period January 1st to December 31st, 1949, in accordance with Section nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

A reorganization of the Department was made in 1948. Nine specific branches have been established with an executive officer in charge of each, and I am pleased to include a report herewith of each branch as to work accomplished during the year. During 1949 two senior appointments were made to the Department, a director of publicity being appointed in January and a director of industrial development in November. An additional writer was appointed to the Publicity Branch and a field supervisor to the Tourist Travel Bureau during the year. With other changes made, I am happy to say routine of the Department is running smoothly and much is being accomplished. Expenditures in publicity have been very considerably curtailed. Much of the work is being done by the Publicity Branch, while on larger contracts the work is given to agencies on submission of "bids" to an Advisory Committee. In this way better material is secured, lowest prices obtained and orders more fairly distributed. The Film and Photographic Branch is undertaking most of the photographic requirements, including both motion picture and still photographs, for all departments of the Government at a substantial saving.

ANNUAL REPORT, 1949

Activities of the Travel Bureau in 1949 have proven quite satisfactory with a record increase in visitors to the Province. Possibly the most notable achievement of this branch during the year was the erection of the Tourist Information cabin at Macleod by the Department of Public Works. As a result no border representatives will be employed this year, but an Alberta Government Travel Bureau employee will be stationed at the Macleod Bureau, commencing June 1st. The Bureau was staffed in 1949 by the Pacific Northwest Travel Association without cost to the Government and the same arrangements have been completed for 1950 except for the employee to be stationed at the Bureau to represent this Department as mentioned.

The immigration policy of the Government has proven both satisfactory and popular. Extreme care is being exercised both here and in London, England, to avoid housing or unemployment problems and to assure only suitable persons immigrate to Alberta under our auspices. The activities of the Agent General at Alberta House, London, England, have also been of great benefit on immigration, encouraging the establishment of industry in Alberta with United Kingdom capital and inquiring into the many and varied problems which arise between this Province and the Old Land.

There is no need for me to deal at greater length with the activities of the Department during 1949 since individual reports of each branch are appended to this report, except to commend the work of each and gratefully acknowledge co-operation and assistance rendered me by each and every member of the staff. The responsibilities of the Department have been enlarged since my last report and may possibly increase again this year, but organization of the Department is such that it can now successfully assume any other duties assigned to it.

All of which is respectfully submitted.

RALPH R. MOORE,  
Deputy Minister.

### ALBERTA TRAVEL BUREAU

The 1949 travel season in Alberta closed with an increase of more than 218,000 registered tourists, as compared with the 1948 season. The report of the Provincial Statistician shows that in 1949 a total of 994,019 visitors spent an estimated \$23,158,467.00 as compared with the revised 1948 figures of 775,679 visitors and an expenditure of \$17,374,110.00.

A field man was appointed and took over his duties on May 2. He immediately undertook a survey of tourist camps in Alberta with a view to discovering capital expenditures, annual gross turnovers, operating costs, standards of accommodation and service at each of these camps, and to suggest improvements and arrange for an exchange of ideas and experiences of operators for the benefit of the industry.

The survey was conducted along highways from Edmonton to Peace River and Hythe, in the Crowsnest Pass and the Macleod, Waterton, Pincher Creek and Lethbridge districts and along the Calgary, Banff, Jasper highways. It is hoped we will be able to complete the survey in other parts of the Province and bring the data in the districts already surveyed up to date during the 1950 season. The tourist camp operators in the districts covered were sincerely appreciative of the efforts being made by the Bureau to help them solve their operation problems, and were keenly co-operative in giving the information suggested, and in supplying information from their experiences which might be of use to operators elsewhere.

A survey of hotel accommodation was also made by mail, and the operator of each licensed hotel was contacted with a request for specific information about his hotel accommodation and service. Virtually all the hotel operators co-operated by supplying the information requested. This information was included in "Holiday Guide to Sunny Alberta" which was given wide distribution to persons wishing information about accommodation and rates.

Four men were appointed to act as receptionists at the border points of Coutts and Chief Mountain, and took over their duties on June 16. This service had long been urged by leaders in the travel industry and was undertaken as an experiment. The results were good so far as they went, but in view of the fact that no information office space was available at these points, and since the men had to do their work on the roadside, the large majority of tourists drove by without stopping.

A tourist information office at the junction of highways 2 and 3 west of Macleod was opened officially on August 8. It was found that this office did the work more satisfactorily than the contact men were able to do at the border.

Constructed by the Public Works Department, staffed by the Alberta Branch of the Pacific Northwest Travel Association and operated in close co-operation with the Macleod Chamber of Commerce, this project of the Alberta Government Travel Bureau served approximately eight thousand visitors within the space of five weeks. Located strategically in the path of all northbound traffic from border points and from Saskatchewan and the Crowsnest Pass this building holds

a commanding position and is most convenient for visiting motorists who want information about routes to follow, accommodation, attractions, activities, etc. It is recommended that the information service at the border points be discontinued in 1950 and that the information bureau service at Macleod be continued, with the addition of a staff member from the Alberta Government Travel Bureau.

As a project of the Travel Bureau, and strictly as an operation of the Department of Education, a class in restaurant management and commercial cooking was opened in the Institute of Technology and Art, Calgary, under the direction of Mrs. D. Denny. This class took over the operation of the Institute's cafeteria. The restaurant operators in Calgary gave splendid co-operation and some of them continued lectures in their own establishments to demonstrate the proper cutting of meat sides, preparation of vegetables, etc. A part of the instruction included actual work in some of Calgary's leading restaurants, and the results obtained were far beyond expectations. It is sincerely hoped that the facilities at the Institute will be increased to accommodate a larger class in 1950.

The Bureau took an active and leading part in the activities of Tourist Service Week promoted by the Canadian Association of Tourist and Publicity Bureaus in May. During this period radio time was purchased and a series of broadcasts was presented by the Minister and Deputy Minister, to encourage higher standards of catering, accommodation and courtesy for and to tourists throughout the province. Space was used in the daily and weekly papers to support this radio campaign.

During the summer, the Photographic Branch undertook to produce a twenty-two minute 16 mm Travelogue in color and sound, entitled "Alberta Vacation." This motion picture will be given wide distribution when released to promote travel to Alberta. Also during the summer season several outstanding photographers were encouraged in their efforts to obtain still pictures (in addition to our own Branch) and movies of Alberta scenes and activities to be used widely in advertising publicity, particularly throughout the United States.

Advertising and publicity in American newspapers and magazines was discontinued for the season, because it was felt that the money for such purpose could be used to better effect by improving standards of catering and accommodation within the Province. However, space was taken in a publication entitled "Pacific Northwest Playgrounds", which is an illustrated magazine of high calibre having wide distribution.

The Travel Bureau, as a member of the Pacific Northwest Travel Association, co-operated in the Association's participation at travel and sports shows in Des Moines, Los Angeles, San Francisco, Chicago and Detroit, and also in exhibits by the Canadian Travel Bureau in travel and sports shows in Chicago, Milwaukee, Minneapolis, Dallas, Seattle, San Francisco and Los Angeles.

One hundred thousand copies of a beautifully illustrated travel booklet, all in color, entitled "Alberta Vacation" were printed, and approximately fifty thousand copies were distributed to individual inquirers and other outlets at the various travel shows, chambers of commerce,

American Automobile Association, Ask Mr. Foster Travel Service offices, information bureaus, etc. A total of fifty thousand copies of "Holiday Guide to Sunny Alberta" was printed, and approximately thirty-five thousand copies were distributed. At the beginning of 1950 the remaining stocks of these two publications were available for the pre-season demand, but a re-print of the "Guide" was undertaken immediately and at the time of this writing is being brought up to date for the 1950 season.

At the beginning of the 1949 season, fifty thousand official Alberta road maps were printed, and although the greatest care was exercised in the distribution of this map, the supply was completely exhausted by the middle of August. It is recommended that one hundred thousand copies be printed for the 1950 season. At this writing the Highways Branch has completed the corrections on the master tracing of the map and these have been sent to the printer for publication at the earliest possible date.

There was a decrease in the number of inquiries received through the mails in 1949 as compared with 1948. This was due directly to the fact that the use of coupon advertising and publicity in the United States was discontinued. In 1948 approximately 26,000 direct inquiries were received by mail. The total in 1949 was 9,050.

Membership in the Pacific Northwest Tourist Association and in the Canadian Association of Tourist and Publicity Bureaus was continued, and the Bureau was represented at meetings of these associations by the Deputy Minister.

In accordance with a program instituted some years ago, the Bureau gave substantial assistance to the International Collegiate Ski Meeting, sponsored by the Physical Education Department of the University of Alberta, in Banff on February 4, 5 and 6. A total of eleven teams competed and represented the University of Washington, University of Nevada, McGill University, Montana State College, University of Montana, Gonzaga University (Spokane), University of Portland, University of British Columbia, Lewis and Clark University (Washington) and University of Alberta.

The University of Washington again captured the team trophy and the individual combined championship was won by Alan Fischer of the Washington University.

#### CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards, which are as follows:

##### Alberta Library Board

Miss Louise Riley (Chairman)  
Miss Marjorie Sherlock  
Miss Flora Macleod  
Mrs. E. E. Morton  
Mr. Duncan Innes

##### Alberta Music Board

Mr. Richard S. Eaton (Chairman)  
Mrs. G. M. Egbert  
Rt. Rev. Arthur E. Sovereign  
Mr. Clayton Hare  
Mr. H. G. Turner



Alberta Drama Board

Mr. Alan Macdonald (Chairman)  
Miss Betty Mitchell  
Mrs. David W. Hays  
Professor R. H. G. Orchard  
Mr. Gwillym Edwards

Alberta Visual Arts Board

Professor H. G. Glyde (Chairman)  
Mrs. P. J. A. Fleming  
Mrs. W. W. Eilson  
Mr. E. E. Poole  
Mr. P. H. Henson

Secretary to all Boards - Richard MacDonald,  
Co-ordinator of Cultural Activities.

Libraries

The Alberta Library Board held four meetings during 1949. Following the general policy, the venue of these meetings was changed for each session. Places visited were Medicine Hat, Red Deer, Calgary and Edmonton. This rotation enabled local Library Boards to meet with the Provincial Board and discuss mutual problems. Sixteen new libraries were authorized during the year making a total of eighty-six in operation - this being nearly double the number of libraries authorized before the Cultural Activities Branch took over the administration of the grants. The majority of these libraries have been visited by the Co-ordinator or in the southern area by a member of the Calgary Office. Members of the Alberta Library Board have visited libraries at Athabasca, Berwyn, Fairview, Pincher Creek and St. Albert giving technical advice and practical assistance. Miss Macleod should be especially mentioned for her work in this regard.

A carefully selected display of some fifty children's books was prepared with the co-operation of Canadian Publishing houses who donated the books. It is being circulated to libraries throughout the Province.

Material publicizing the Regional Library idea has been initiated by the Board and distributed with appropriate letters to local library boards, members of various service clubs, women's organizations and key people.

The total amount of grants payable to any one library was this year reduced by legislation from \$550.00 to \$350.00. This occasioned adverse criticism but as the average grant applied for at the end of the year was only \$180.00, it is obvious that this criticism was not generally justified. The fact of the matter is that only the libraries in the larger communities were affected. It is hoped that in 1950 grants to municipal libraries will be increased to \$550.00 leaving the smaller associated libraries with a maximum of \$350.00. This would encourage the latter to seek municipal support through local by-laws. The total amount of grants paid to all public libraries was approximately \$16,000.00.

For the second successive year the Government awarded four scholarships of \$250.00 each, to assist University students to take library science training. A grant of \$500.00 was made to the Alberta Branch of the Canadian Library Association with the stipulation that it be used primarily to assist rural library workers to attend a library short course especially offered by the University Extension Department. Some thirty volunteer librarians took the course.

A general improvement in the standard of operation of libraries throughout the Province is noted but it is felt that there is a need for increased facilities which would serve a larger percentage of the rural population. The Board feels that Regional Libraries are the answer and it hopes that at least one experimental regional scheme may be initiated in the near future after a careful survey of a selected district has been made and the rate payers in the area have expressed their desire to participate.

### Music

The Alberta Music Board held three meetings during 1949. All were convened in Edmonton. It was responsible for promoting the idea of a Basic Syllabus for the guidance of school festival committees. In fact the major portion of the music section of the Syllabus which was published by the Department of Education, was prepared by the Chairman of the Board.

With the endorsement of the Board, the Branch organized the third annual tour of the University Mixed Chorus. This year the number of towns visited was increased from seven to nine - concerts being given at Didsbury, High River, Blairmore, Pincher Creek, Lethbridge, Raymond, Cardston, Medicine Hat and Macleod. Generally speaking, larger audiences were attracted - in fact in Pincher Creek people were turned away. This is not and cannot be a money making proposition because of the cost of transporting eighty people for a distance of over one thousand miles. However, it is hoped that by increasing the guarantees, it will not again be necessary to call on the University Students' Union to meet a deficit as was the case this year. The Coordinator travelled ahead of the Chorus with the Student Business Manager checking on local arrangements and during the intermission of each concert gave a brief talk on the idea of the tour and the functions of the Branch. It should be noted that partly as a result of this project, the Calgary Symphony Orchestra gave a concert at High River inaugurating the 1949-50 season of the newly formed Foothills Musical Club.

Recorded concerts of good music available through the Branch and the Provincial Institute of Technology and Art were in limited demand. It is hoped to expand this service by increasing the number of concerts available. Arrangements have been made to provide a special service to accredited music teachers. This will take the form of two complete programmes of the history of music including recordings, text books and scores, and is in answer to numerous requests for assistance in teaching this subject.

For the third year in succession, the Government granted \$1000.00 which was dispersed in the form of ten bursaries of 100 dollars each to students under the Western Board of Music. A special grant of \$300.00 was made to assist a brilliant young Alberta pianist, Miss Donna Frazer, to continue her studies in Paris.

There is still a great need for piano teachers at rural points. A general appeal was made to young musicians to go to fill this need but with little success. Particular mention, however, should be made of the work of two Edmonton musicians who have answered the call - Mr. P. Rychel and Mr. G. Niklewitz. For six months of the year in all weather conditions they visited a number of schools northwest

of the city travelling distances from fifty to one hundred miles and with the co-operation of the school principals gave piano and violin lessons to about thirty students at each point. Previously, no such instruction was generally available in this area.

Summer camps for boys and girls were again encouraged to devote periods to music appreciation.

### Drama

Two meetings of the Alberta Drama Board were held -- one in Edmonton and one in Calgary.

One of the main concerns of this Board has been to establish the University Provincial Players on a sound basis. Last year the Board raised \$700.00 through public and private subscription to assist this project but withdrew its support because it was not satisfied with the standard of production. In co-operation with the Drama Division of the University Extension Department and student actors, plans are now being made for next year's tour. The Board hopes for some government assistance in this regard -- possibly in the form of transportation.

The Co-ordinator gave technical advice and assistance such as demonstration in "make-up" to various groups. Groups were directed to the Extension Department for assistance in play selection. Assistance in securing adjudicators for school festivals was given.

As a result of the Government's support of the Alberta Drama League's invitation to the Dominion Drama Festival, the final festival is to be held in Calgary this year. It is hoped that this will be a stimulation to dramatics as a whole in the Province providing as it does the best in theatre in Canada. Indications are that over two hundred and fifty visitors, in addition to over one hundred and fifty players taking part will attend the Festival from outside the Province. Arrangements for the Festival are being supervised by the Co-ordinator who is Vice-Chairman of the Dominion Executive. This event will provide great publicity for the Province.

An experiment in adjudication was undertaken with the co-operation of the Branch for the sub-regional Festival eliminations. A three-man Board was set up consisting of Mrs. E. P. Gowan, well-known playwright and commentator; Miss E. Nelson, Drama Supervisor of the University's Extension Department; and the Co-ordinator. A departmental car was made available for transportation and the Adjudication Board viewed three plays at Calgary, one in Edmonton, one at Medicine Hat and one at Coleman. After each performance a brief assessment of the play was given to the audience followed by a private discussion with the Director and Cast. Reports on each play with general advice and criticism were issued through the Branch and made available to the Directors and Cast. A survey was initiated by the Board to obtain up-to-date information on drama groups and facilities for play presentation at rural points.

## Visual Arts

The two meetings of this Board were held in Edmonton.

The main project developed has been the establishment of Art Circuits. Last spring Alberta artists were invited to send in paintings for inclusion in two exhibitions. These exhibitions were circulated through rural communities on two circuits, one in the Peace River country and one in southern Alberta; local sponsors being obtained. The idea was received with very much enthusiasm, particularly in the northern area where school principals made special arrangements to have groups of children visit the exhibition. These two circuits are firmly established and a third one is in the process of being developed. It is expected that during the next season two new exhibitions will be underway and the original ones will be sent to new areas. Special mention should be made of the help given by the following groups and individuals in setting up these exhibitions: The Calgary and Edmonton Branches of the Alberta Society of Artists and the Federation of Canadian Artists; the Coste House, Calgary; Fine Arts Department, University of Alberta; and Mr. Stanford Perrott, Instructor at the Provincial Institute of Technology and Art, Calgary. Members of the Alberta Visual Arts Board were successful in obtaining five \$100.00 scholarships from firms and private individuals. These were awarded to young art students to assist them to take further training. All the donors have indicated that the scholarships would be again made available next year. The Board hopes that the Government will add to these awards.

Two handicraft display trunks were made by the Department of Public Works on specifications supplied by the Branch ...each trunk containing five trays. Members of the Board arranged a different display for each tray which set out in a progressive manner the minimum amount of tools and materials needed for each handicraft. The display covers a wide range of crafts from petit point to silk screen paintings and hand puppets. These were shown at many rural points and the number of requests on hand indicates increasing popularity. They have been on display at both Olds and Vermilion schools of Agriculture and received very favourable comment. Through the co-operation of members of the Alberta Visual Arts Board, pamphlets were prepared on a number of the crafts displayed. It is hoped that sufficient funds will be available to develop this idea further.

## General

The Branch answered innumerable enquiries on many phases of cultural activities directing the enquiries to the proper authorities when information sought was not available within the Branch. The three Arts Boards presented briefs to the Massey Commission. The preparation of these briefs created considerable work for the Branch as one hundred copies of each were required; forty of them going direct to the Commission and others being requested by various organizations throughout Canada. The Alberta Library Board did not submit a brief but endorsed the brief of the Alberta Library Association.

The Branch continued to issue a quarterly News Letter to a mailing list of approximately two thousand. This News Letter has received much favourable comment -- its purpose being to keep people in the Province informed on the work of the Branch and to create a general interest in Cultural recreation.

One item of particular note concerns Elk Island National Park. In co-operation with the National Film Board and the Park Superintendent, the Branch was instrumental in the erection of a concert shell. The Branch arranged, during the summer months, a Sunday afternoon concert series featuring music and drama presentations by Choirs, Orchestras and dramatic groups from Edmonton and towns in northern Alberta. As many as four thousand people attended these Sunday programmes and the Superintendent of the Park considers that history has been made.

The Co-ordinator addressed some thirty-five meetings at various points in the Province.

In short, the Branch is becoming a clearing house for all matters pertaining to libraries, music, drama, art, handicrafts and associated activities. In the matter of physical recreation, no program has developed for the reason that this is the function of the Health and Recreation Branch of the Department of Education with which a close contact is maintained.

The assistance of the Southern Area Supervisor of the Department and his staff has been invaluable in library inspection work, setting up the art circuit and generally developing the work of the Boards and the Branch.

#### FILM AND PHOTOGRAPHIC BRANCH

Nineteen forty-nine was the first year during which the Film and Photographic Branch operated as a separate division of the Department of Economic Affairs. In the past eighteen months the change has been completed from the time when the Government was largely dependent for publicity pictures upon outside photographers to the point where it is now entirely self-sufficient in both still and motion picture work.

During 1949 the work of the Branch was greatly expanded, and greater call than ever before was made upon its various services by Government Departments and outside agencies alike. As a result of this increased demand, staffs in both the Photographic and the Film Library sections of the Branch have been increased. Total staff of both sections as at December 31st consisted of a director, three photographers, an artist, a stenographer and four film clerks.

The heavy demand upon the services of the Branch has also necessitated a second dark-room. Installation began late in the year and, upon its completion, it will be used almost exclusively for color production.

The work of the Film and Photographic Branch during the year may be summarized under the following headings:

##### Black and White Stills

Because of the ease with which these pictures are produced and their adaptability to so many needs, emphasis by the Branch, as usual, was directed to this type of visual material.

Comparative figures for this class of work for 1948 and 1949 are:

<u>Size</u>	<u>1948</u>	<u>1949</u>
5 x 7	1804	3377
8 x 10	4163	5789
11 x 14	125	183
16 x 20	3	15
20 x 24	4	6
	<hr/> 6099	<hr/> 9370

The comparison in the production for these two years indicates the extent to which the demand for photographic service has risen. It is estimated that negative files of the Branch were increased by some 700 photos during 1949.

#### Color Stills

A total of 129 enlargements were hand-tinted and mounted. Approximately one-half of these were framed for hanging in public buildings and offices. Cost of framing was kept to a minimum by use of services offered by the Public Works Department. Discretion was exercised in the disposition of colored photographs to places where it seemed they would have the greatest publicity value.

In addition to hand-tinted photographs, approximately 70 natural color transparencies were taken and processed by a member of the staff. These supplied immediate publicity needs, including the Alberta display at the Canadian National Exhibition and various trade journals, and also create a library of outstanding Alberta scenes for future use.

#### Motion Pictures

During 1949 production of seven motion pictures was undertaken by the Branch. Two of these were released for printing; the others will be completed early in the new year. With one exception all are in color with sound and have been produced for various Departments of the Government.

The two completed productions are entitled "Autumn in Alberta" and "Green Acres". The first film features activities in the Province during the autumn season along with vivid foliage coloration, while the second deals with forest conservation and irrigation on the eastern slopes of the Rocky Mountains and in the irrigation districts of southern Alberta. Both films have met with a hearty response and will continue indefinitely to be of invaluable importance.

Photography of five other films was completed during the year. Total film footage shot amounted to 12,500 and may be broken down as follows:

Industrial Film	4100'	Black and white
Mental Hygiene	2100'	Color
Alberta Vacation	3000'	Color
The Enterprise System	700'	Color
The Frontier Nurse	2500'	Color

### Film Strips

Although the ease of production and educational value of this visual medium warranted more attention being paid to it, 1949 was the first year in which any effort was made to produce such film strips.

At year's end one strip, "Multi-sensory Aids in the Teaching of Mathematics", had been prepared for the Department of Education. Release of this film is due shortly, after which it will be possible to chart more accurately future activities along this line. In the meantime plans have been made for another strip to be taken for the same Department.

### Film Library

During 1949 shipment of films and film strips from the Library increased almost 60% over the previous year. The unprecedented demand, largely from educational organizations, upon this free Government service necessitated employment of two additional staff members for receiving, rewinding, inspecting, repairing and shipping of materials.

Here again a comparative table indicates something of the expansion of this service during the past two years.

<u>Shipments</u>	<u>1948</u>	<u>1949</u>
Films	13,000	21,000
Film Strips	5,399	8,415
	<hr/>	<hr/>
Totals	18,399	29,415

### Miscellaneous

In addition to the foregoing, the staff of the Film and Photographic Branch were called on to operate projectors and manage showings for many interested organizations. These were arranged either in the screening room in the Legislative Building or on the premises of the organization concerned.

During the year there were few days on which a screening was not arranged for some Government Department. Besides these, members of the staff were called out for evening showings on forty-five occasions, and equipment was loaned for forty-two other showings.

### Summary of Activities

- (1) Nine thousand three hundred and seventy black and white photographs produced and distributed.
- (2) One hundred and eighty-three 11 x 14 enlargements.
- (3) Over one hundred hand tinted mounted and framed photos.
- (4) Seventy color transparencies taken and developed for use in displays, booklets and trade magazines.
- (5) Two complete films in color with sound produced.
- (6) Twelve thousand five hundred feet of film taken on five new productions to be completed in 1950.

- (7) One film strip in color produced.
- (8) Distribution receipt of maintenance of 29415 films and film-strips during the year to educational organizations.
- (9) Generators, projectors and screens loaned to Government Departments and others on 42 occasions.
- (10) Forty-five outside showings managed by staff after regular working hours.
- (11) Screening room showings carried out daily for any department needing the service.

#### IMMIGRATION BRANCH

In 1949 immigration from the British Isles dropped to almost half of what it was in 1948, to reach a total of approximately 4,000 people. The instability of sterling and stricter screening of applicants were the main reasons for the decline.

The immigration policy therefore in 1949 necessitated careful consideration of many important factors over which the Province had little control, but since the inception of Alberta's Immigration Scheme, three factors have been kept constantly in mind -- (1) housing shortage (2) labour supply, and (3) the need for skilled workmen in Alberta's industrial expansion.

In 1949 two other factors, having a direct bearing on policy, entered the economic scene. The first was the threat of devaluation of the British pound which became an actuality in September. The threat of devaluation previous to this date was reflected in the attitude of financial institutions toward requests for loans for the down payment of homes and eventual establishment of British immigrants. After September 18th, the amount of money which a British immigrant could transfer from sterling areas to Canada was restricted to \$770.00 per year for four years. The second factor which influenced Alberta's 1949 immigration policy was the rise in unemployment figures particularly in British Columbia and in the Great Lakes region. An outline of policy for that year could not afford to ignore the fact that immigrants to Alberta would possibly compete with an influx from other provinces in the labour market.

Careful consideration was therefore given to the foregoing factors and as a result the screening of applicants was based on the following table:

(1) Applications submitted by single men from 18 to 35 years of age were considered favourably providing that such applicants had special skills which could be utilized in Alberta's economy.

(2) Applications from single women 18 to 35 years of age were also considered favourably providing they were qualified shorthand-typists and nurses, or were prepared to do domestic work.

(3) Young married couples without children were allowed to come to Alberta without sponsorship, provided that the husband had special skills which could be used in Alberta.



(4) Families were accepted providing that they were fully sponsored by responsible persons or families now established in Alberta who would guarantee accommodation and assistance in obtaining employment. Before applicants were accepted it was necessary to provide officials at Alberta House in England with evidence and proof that their emigration was fully sponsored.

(5) Additions to Alberta's unskilled labour force was considered unfavourably. However, if a prospective immigrant in his late teens or early twenties was willing to learn a trade or begin at the bottom rung of any industry at a low wage then he was considered acceptable.

Alberta's policy thus laid emphasis on the fact that the purpose of encouraging immigration is not to promote an uncontrolled influx but to consider quality of immigrants rather than quantity. If screening were abandoned, Alberta's immigration figures would rise to many times the present rate, but to allow an uncontrolled movement to this Province would have an adverse effect on Alberta's sound industrial and economic expansion.

To make doubly sure that applicants accepted were desirable and easy to place without any disruption to employment and housing, applications were first screened by Alberta House, then forwarded to the Immigration Bureau in Edmonton. Deciding factors were funds available for the prospective immigrant to meet the cost of passage and effect settlement; experience and qualifications for any particular trade, skill or profession; private sponsorship to assist in obtaining employment and to guarantee temporary accommodation; age; physical and moral fitness; type of work desired in Alberta; and preferred location for eventual settlement.

After applications were closely scrutinized word was sent to Alberta House as to the acceptability or otherwise of the applicant. If the applicant was accepted suggestions were made as to the location which should be chosen, information given as to his prospects, and some idea of what he must expect on his arrival. If rejected, reasons were given.

In 1949, 546 applications were rejected for valid reasons.

Co-operation with C.N.R. and C.P.R. immigration departments as well as with the Dominion Settlement Service, Immigration Branch, Department of Mines and Resources, was maintained throughout the year. The Provincial Immigration Branch in company with these three gave province-wide service in the establishment of British immigrants. Association between the Immigration Branch and other agencies remained close, cordial and to the advantage of immigrant and Province.

During the spring and summer months of 1949, a systematic survey was made of many of Alberta's smaller cities, towns, and villages to ascertain possibilities of employment and accommodation at those points for British immigrants. Contacts by immigration inspectors were made with local boards of trade, chambers of commerce, town and municipal councils as well as with responsible citizens in an endeavour to acquaint the Province in general with Alberta's Immigration Scheme and to enlist voluntary assistance at these points in the establishment of British immigrants.

Immigration inspectors made detailed employment and housing surveys in 85 cities, towns and villages in Alberta, while committees were detailed to assist in the establishment of British immigrants in work and accommodation at 35 points.

Information obtained from the points surveyed was sent to Alberta House and to the Dominion Settlement Service. Special attention was given to those points having definite openings where tradesmen and small businessmen could establish themselves with a certain degree of assurance of success. The potentialities in this field have been far from exhausted and the Immigration Branch will develop them further during 1950.

In summary, it might be said that the attitude of the Government in 1949 was one of extreme caution. At the same time, however, because the provincial economy was expanding rapidly, selective immigration was held to be both necessary and desirable. The Immigration Branch endeavoured to interpret this policy in its strictest sense.

#### INDUSTRIAL DEVELOPMENT AND ECONOMIC RESEARCH

The year ending December 31, 1949, brought gratifying progress in the development of Alberta's industries. Number of companies established in the Province during the period was 43, an increase of eleven over the previous year. New plants of these companies, either completed or under construction at the year's end, involve a capital expenditure of over \$20,000,000, and will employ over 600 men and women in their operations.

The new companies include two seed-cleaning plants, a garment factory, a saddle and leather factory, new bakeries, a tannery, a milk-drying plant, feed mills, oil refineries and producers of oil drilling equipment. They vary in size from a small plastic processing plant, employing three or four men and involving a few thousand dollars in capital, to a propane plant employing a hundred men and involving an expenditure of several millions of dollars.

In addition to new companies locating in Alberta during 1949, many companies already established within the Province expanded their plants considerably. Statistics regarding such plant expansion are not available at this date, but there is no doubt that capital involved totalled a substantial sum, and resulted in more people being employed, not only in the whole program of construction related to industrial development, but also in the plants themselves.

The Industrial Development Board held four meetings with associated members during 1949. These meetings were held in Medicine Hat, Calgary, Lethbridge and Edmonton. The final meeting for the year, held in Edmonton on December 5th and 6th, was attended by representatives of the chartered banks in the city as well as representatives of Railways. Splendid results were obtained from all these meetings and especially the last, from which closer co-operation between various agencies having to do with development of Alberta's industries was obtained.

On September 26th, 27th, and 28th, a conference was held by industrial representatives of all Canadian provinces. Mr. W. H. Thomson of the Industrial Development Board and Mr. J. E. Oberholtzer, Deputy Minister of Industries and Labour, represented Alberta. Known as the "Continuing Conference, Provincial Government Trade and Industrial Development Agencies of Canada", these meetings will henceforth be held annually. The object is to obtain greater co-operation between the Provinces and to co-ordinate the efforts of all towards mutual objectives of both trade and industry. These include appointment of agents and distributors, etc., and wider operations and usefulness of various provincial marketing services.

An economic survey of all cities, towns and villages within the Province was started during 1949. Covering historical highlights, living conditions, special by-laws, tax and utility rates, each separate survey is designed to provide information essential to industrial firms contemplating expansion. Many have already been completed and have received much favourable comment from industrialists and financial houses. Those completed to date have also been a source of information to the respective civic authorities, some of whom had appropriated funds to conduct their own surveys, but who are now able to save the amount allotted for that purpose because of the work being done by the Department of Economic Affairs.

During the latter part of the year under review the Publicity Branch of the Department, on behalf of the Industrial Development Branch, organized a direct mail campaign whereby literature explaining facts and possibilities of industrial development in Alberta was distributed to industrial firms in eastern Canada and the United States. At year's end the campaign had resulted in requests from several large industries for surveys, market conditions and other information about the Province.

It has been found that the Board lacked contacts in many important Alberta centres. To overcome this difficulty plans have been made to visit these centres and to arrange for the appointment of a representative in each major town so that the Board can maintain close liaison when industrial development is being planned in these communities.

Many inquiries were received during 1949, both directly and through Alberta House, England, from British firms anxious to establish markets in this Province. Considerable attention was given to these inquiries, because if markets are established there is always the possibility that British manufacturing plants will be erected here. To acquaint Alberta merchants and business men of these inquiries a mimeographed monthly bulletin is now being issued in which type of British merchandise available and agents required is listed. Distribution of these bulletins is being made to Boards of Trade, Chambers of Commerce and financial organizations, from whom the information will be sent to the Alberta merchants. This new service has been well received and several inquiries from Alberta merchants have already resulted from them.

At year's end several large companies in Canada and the United States were making preliminary surveys into the possibilities for heavy industry in the Province. This is a type of industry which Alberta has not enjoyed heretofore, and if established, expansion of secondary industry will automatically follow. In regard to such industrial development, as in other phases of the work of the Board, it is a question of long-range planning. The record of the past year, however, indicates that the future of Alberta industry is proceeding upon a sound basis and with ever-increasing acceleration.

#### PUBLICITY BRANCH

The past year has seen a complete reorganization of the Publicity Branch. Several new publicity methods and ideas have been introduced to improve existing methods. Their adoption has permitted a more accurate and detailed picture of what is being done to publicize and advertise the Province.

The first reorganization occurred in branch administration. A more accurate recording and accounting system for all departmental advertising for the Government was instituted. This new system permitted rapid checking of all advertising insertion orders with media invoices and greatly facilitated the prompt payment of all accounts.

The next item requiring a new approach was branch purchases. This was handled by providing a special branch purchasing order.

Advertising agencies provide a service it would be expensive for a Government publicity branch to duplicate. They collect no fee, except on certain special productions, their fees being paid by the media used, such as magazines, newspapers, radio, etc. Agencies have a complete staff of writers, artists, copy writers, radio personnel and executives trained and experienced in the advertising, publicity and public relations fields.

It was therefore decided to use the services of Alberta Agencies whenever necessary. Departmental advertising was fairly distributed among these firms, and where large appropriations were involved all agencies were asked to prepare submissions. The best submitted were chosen and, as a result, it was possible to obtain a very high standard of style, artwork and layout in Government advertising campaigns.

#### Tourist Advertising

Following a policy adopted by the Advisory Committee, advertising was cut to an essential minimum and all efforts concentrated toward an educational program directed to the industry. A plea for courtesy to Alberta Visitors was made. Using radio and newspapers, the campaign pointed out the value of the tourist dollar and stressed the need for co-operation of all Albertans in making visitors welcome. The campaign was well received and, no doubt, contributed greatly to the outstanding 1949 tourist effort.

A number of advertisements were placed in publications which it was considered were worthwhile and which were doing a good job of promoting the tourist industry.

Much of the tourist appropriation was spent for worthwhile projects such as travel booklets, maps, car stickers, etc.

#### Industrial Advertising

This program was awarded to encourage a comprehensive and detailed "Direct Mail" campaign, the object, of course, being to promote industrial expansion in Alberta. A total of 16 direct mail pieces were produced and mailed to a selected list of industrialists, banking and business executives in the United States and Eastern Canada. The complete program will not be finished until March 31st, but results are already beginning to show and the number of enquiries are increasing daily.

Alberta House will handle direct mailing in England. Approximately 250 complete sets were forwarded to the Agent General who will co-ordinate the programme there.

Tied in very closely with the direct mail program was a small series of advertisements designed to give an extra punch to the whole campaign. They carried the theme of the program throughout, and were placed in leading Canadian trade publications and newspapers.

The last meeting of the Industrial Development Board of the Province endorsed the entire program with the following resolution:

"Moved 'that this Board endorse the Industrial publicity program outlined by the Director of Publicity and that the Department of Economic Affairs be congratulated on the splendid effort which, obviously, went into preparation of the material and the entire program.'"

Results so far achieved are very gratifying and give ample proof of the value of a well planned Industrial Advertising Campaign.

#### Treasury Branch Advertising:

This advertising campaign was awarded, after much discussion, and the Advisory Committee conferring with the Treasury Branch executives in making the decision. The campaign is designed to run for ten weeks using a well designed series of newspaper advertisements. All Alberta dailies and a select group of weekly newspapers are carrying the campaign.

#### Industrial Signs:

Erection of handsome signs was begun during the year. Rustically styled, these are strategically placed throughout the Province and are designed to tell the story of Alberta's industrial opportunities. Natural resources are used as subject material. Two signs, one near Lethbridge and the other at Nisku, were completed by the end of the year. The Lethbridge sign tells the story of Alberta irrigation, while the Nisku sign relates the discovery of oil at the now famous Leduc field. Three additional signs remain to be done.

#### Industrial Film:

Production of "Resources For Industry", a film in black and white, was begun. Depicting Alberta's natural resources and the industrial possibilities arising out of their use, 4100 feet of film have been exposed to date. The film will be completed in 1950.

### Displays and Exhibits:

Alberta Class A & B fairs were chosen as suitable locations to display Alberta Natural Resources exhibits. These locations were Calgary, Edmonton, Lethbridge, Vermilion, Vegreville, Westlock, Olds, Lloydminster and Camrose. It was felt that these displays at Alberta fairs served a useful purpose. While the results could not be measured in dollars and cents, in general, the displays were appreciated for they serve primarily to tell the story of Alberta's industrial and business opportunities to the people of the Province.

The Advisory Committee decided to continue the policy of showing displays at eastern Canadian exhibitions such as the Canadian National Exhibition and the Royal Winter Fair. A new display was constructed and, when shown at the C.N.E., attracted very favourable comment and keen interest from the vast crowds who saw it. Beautifully styled and finished, it measured 47 feet long and 12 feet deep and 15 feet high. The ceiling or dome of the exhibit illustrated a map of Canada to show Alberta's relations to the rest of the Dominion.

Three large panels were used to tell the story of Alberta's tourist attractions, her natural resources and her industries.

Each panel featured an artist's sketch symbolizing one of Alberta's industries. Included in each panel were photographic transparencies indicating the activities, and development of the industry. A descriptive text concerning the present wealth and potential of the industry completed each panel.

An information booth built at one end of the display was operated 12 hours daily and it was estimated by fair officials that close to 1,000,000 saw the Alberta display during the two weeks of the exhibition. Alberta's display at the C.N.E. received special mention from the Board of Directors and was actually rated as one of the 15 best exhibits at the 1949 show.

The display was constructed in a manner which permitted dismantling and erection at other fairs and exhibitions. At the close of the C.N.E. it was moved to the Royal Winter Fair. There again it created considerable interest and was seen by close to 200,000 people.

Alberta literature was distributed at both the C.N.E. and the Royal. Over 6,000 requests for all types of travel and industrial literature were received and literature has been mailed out. Over 90% of these requests were for travel information, which indicates the immense value of this type of tourist advertising.

An Alberta display will be shown at the 1950 International Trade Fair, at the Canadian Pacific Exhibition in Vancouver, and again at the Canadian National Exhibition in 1950.

A suitable replica of the 1949 exhibit has been produced for the Canadian Pacific Railway office windows at Trafalgar Square, London, England. It is estimated that over 100,000 people pass these windows every day. Following its showing in these windows, Alberta House will make arrangements to exhibit it throughout the British Isles.

Alberta Literature:

During 1949 the branch produced several major publicity booklets. Requests for all of these have been heavy and comments have been very favourable. The booklets have been mailed to the United States, England, Ireland, Scotland, many European countries and several other points throughout the world.

(a) "Alberta Nature's Treasure House".

This popular booklet, first published in 1947 has been brought up-to-date with a new introduction and several new pictures. 10,000 copies were printed. 1,500 were expressed to Alberta House and 700 copies were shipped to the Provincial Government Agent in Ottawa.

(b) "Alberta Vacation".

Produced by the Travel Bureau, this beautifully illustrated booklet in full colour proved to be most successful. Favourable comments have been received from hundred of prospective tourists who wrote and expressed their appreciation. One hundred thousand copies were printed, of which over fifty thousand were distributed in 1949.

(c) "Annual Oil Review".

Published early in 1949 the annual oil review covered Alberta oil industry for 1948. Much in demand by the oil industry, teachers, students and libraries, 10,000 copies were quickly used up. The Branch was able to obtain an additional 2,000 copies late in the year which will take care of last minute requests. The 1949 annual oil review is now being prepared for publication. This booklet is being used as one of the direct mailing pieces in the Industrial Campaign.

(d) "Within Our Borders".

This monthly publication still retains its popularity leadership. Circulation averages 8,000 copies per month. The few hundred extra copies, printed each issue, are quickly used up. During the year 12 issues were completed and such subjects as Oil, Health, Agriculture, Tourist Industry, Roads, Buildings, The Legislature, Game Regulations, etc. were covered. Material is available for reprinting and several magazines, trade papers and newspapers have taken advantage of the opportunity. This publication is edited by the Executive Secretary to the Premier on behalf of the Department.

(e) Direct Mail Literature:

While this material is being produced specifically for the Industrial Campaign it was considered advisable to print extra copies of all pieces. They are proving most valuable to teachers, students and many others interested.

In addition to the foregoing a large number of articles were written on requests received from a wide list of publications. These appeared in such leading trade magazines as Western Business & Industry, Clay Products News, Oil Forum, Canadian Finance, Western Pulp & Paper and many others. Information and data were also provided for a number of annual publications and encyclopedias.

Radio broadcasters for C.B.C. News Roundup and International Service have been provided with much information on Alberta to facilitate their reporting efforts. The C.B.C. International Service broadcasts on Alberta subjects average about 10 per week.

(f) Free Publicity:

The eyes of the world are on Alberta because of the tremendous development of the oil industry in the province during the past three years. This development has attracted oilmen and industrialists from the United States, Great Britain and European countries, and has inspired leading magazines, newspapers and other publications to send outstanding writers, photographers and artists to Alberta in order to tell the world about Alberta's oil.

"Fortune" magazine devoted 10 pages to the development. Other articles have appeared in The Financial Post - MacLeans - Saturday Evening Post - Saturday Night - World Oil - The Monetary Times. Articles have also appeared in leading British publications and European papers.

This type of publicity for Alberta is by no means exhausted. During recent months more writers and photographers for several leading American magazines have visited the province to gather material and photographs for articles scheduled to appear soon.

Information and Clipping Services

These two services, although operating separately, are complementary to each other. The work of the Clipping Service is to peruse, clip and file items having a special bearing on Alberta. The Information Service prepares a periodical summary of news reports which is sent to all members of the Legislative Assembly of Alberta and to Alberta Members of Parliament. Dealing primarily with administrative action taken by various departments of the Provincial Government, these summaries also include news of national and international significance.

Approximately 120 mimeographed pages of such information were sent out during 1949.

Approximately one hundred subscriptions to daily and weekly newspapers, trade magazines and periodicals were received at the Clipping Service office in 1949. These were perused carefully and news items or articles having reference to public affairs, both provincial and national, were clipped from them.

Approximately 32,000 items were clipped in this way during the twelve month period and, of these, some 15,000 were sent direct to heads of Government Departments or other officials concerned. After they were returned they were filed in the 760 current files of the office.

During the year constant use was made of these files as a source of information and reference by cabinet ministers, M.L.A.'s and officials of the civil service.



Special services which were provided during 1949 included a weekly air mail service to J. J. Frawley, K.C. at Ottawa for the duration of the Freight Rates Enquiry: a weekly air mail service to Alberta House at London, England, relating to the industrial development in the Province as reported in the press throughout Canada: periodic photostatic copies of serious accidents in Alberta for the Alberta Safety Council for their use in their program of accident prevention in the Province.

"Fillers" for the Canadian Press were edited by this office. These brief items, calling attention to developments taking place in Alberta, were sent regularly to Ottawa, whence they were distributed to newspapers all across the Dominion.

#### PUBLIC RELATIONS OFFICE

Although the Public Relations Office is a Branch of the Department of Economic Affairs, its services, like those of most other Branches, are at the disposal of all Departments. Its chief function is to promote and maintain good relations between the public and the Government of Alberta. During the past year every effort was made to carry out this responsibility as fully and effectively as possible.

The first assignment of the Public Relations Office in 1949 was in connection with a team of curlers from Scotland who visited Alberta in January. This Office arranged a banquet in Calgary for the curlers and the club executive, with Hon. Dr. J. L. Robinson acting as chairman. A visit was made to Banff as guests of the Alberta Curling Association. In Edmonton the Scottish team were guests of honor at a banquet during which many expressions of appreciation for the Government's contribution to the success of the tour were received.

This Office assisted in the arrangements for the Government's participating in the entertainment of competitors in the third annual International Collegiate Ski Tournament, held in Banff on February 5th and 6th, 1949.

The Dominion Junior Curling Championship was held in Edmonton during the last week of February and arrangements were made for the presentation of a suitably framed photograph of a typical Alberta scene to each contestant. The gesture was well received both by the young curlers and the executive of the Alberta Curling Association.

In March preliminary steps were taken to have the 1950 convention of the Dominion Tourist Association held in Alberta. Co-operation of those interested in the tourist industry was enlisted and when in October the Deputy Minister attended the 1949 convention of the Association in Halifax, he was successful in having Alberta's invitation accepted in the face of a strong bid from British Columbia's delegates. This is a large and most important convention and considerable effort in the coming months will be directed towards ensuring its success.

During the late spring and early summer of 1949 several leading industrialists from the United Kingdom visited Alberta, and some time was spent in arranging meetings for these visitors.

In June the annual convention of the Dominion Association of Liquor Commissioners was held at Banff, where assistance was given to the Chairman of the Alberta Liquor Control Board who was the nominal host at the convention. At this and all other conventions and large meetings informative literature was distributed and, upon invitation, motion pictures were shown with compliments of the Alberta Government.

In June also, Alberta was visited by representatives of the International Federation of Agricultural Producers from all parts of the world except those countries behind the Iron Curtain. Following entertainment at Lethbridge, Nanton and Calgary, the representatives were tendered a banquet at Banff, the arrangements for which were completed by this Office.

In July, Edmonton was visited by Senator R. L. Neuberger of Portland, Oregon, who was sent to the city by the Saturday Evening Post to write a story on Edmonton. Considerable time was spent with Senator Neuberger, assisting him to collect material for the story which will appear shortly in the Post's regular series.

In August, a Government reception was held for delegates attending the Uniformity Conference in connection with the Canadian Bar Association. This was followed by the Dominion Convention of the Canadian Bar Association at Banff during which a banquet was arranged for the attending delegates.

The Canadian Good Roads Association held their annual convention at Chateau Lake Louise in September with the Minister of Public Works as host. Assistance was given to the committee with convention details which included the arrangement of Government functions, distribution of literature and showing of motion pictures.

In September also, the Dominion convention of Weekly Newspaper Editors was held at Jasper, and the Canadian Forestry Association Convention was held at Banff. At both these conventions complimentary banquets tendered by the Government were keenly appreciated.

Several smaller functions arranged in October included a trip to the Leduc oilfield for the Royal Commission on Arts, Letters and Sciences headed by the Rt. Hon. Vincent Massey.

The Province of Alberta is fortunate in being chosen by increasing numbers of national organizations as the venue of their conventions, and Alberta's resources and industrial development are accordingly becoming better known. This Province is rapidly becoming the Mecca of business and industrial executives interested in its potentialities. For all these organizations and individuals the question of good relations is an important factor. The Public Relations Office will continue to do everything possible in this important field.

#### SOUTHERN AREA OFFICE

This office is maintained by the Department of Economic Affairs in Calgary for the purpose of assisting the work of each Branch of the Department in that part of Alberta south of Red Deer, and wherever possible to curtail expenditure by having work done at Calgary, thus avoiding travel from Edmonton. Since the Southern Area Office represents the whole Department, it follows that many of its activities will repeat the activities of all Branches as related to the southern half of the Province.

A detailed outline of specific functions of the Southern Area Office follows:

1. Immigration:

- (a) To meet all immigrants.
- (b) Assist them in securing accommodation on arrival.
- (c) Make all necessary contacts and assist immigrants in every way to secure employment.
- (d) Advise and help where necessary with the object of satisfactory settlement of immigrant as soon as possible.
- (e) Carry out surveys in all cities and towns, etc., to collect information on employment and housing requirements with special reference to immigration.

2. Cultural Activities:

- (a) To render all assistance of a stenographic and administrative nature to members of the various Provincial Cultural Boards.
- (b) To visit and report on all libraries in Southern Alberta.
- (c) To set up and supervise the operation of the Southern Art Circuit.
- (d) To arrange and supervise the exhibition of Handicraft trunks in Southern area.
- (e) To service local cultural groups as required.

3. Travel & Tourist:

- (a) To assist the Alberta Travel Bureau in distribution of literature, maps, etc.
- (b) To hold stock of literature, maps, etc., for distribution.
- (c) To service information bureaus, etc. in Southern Area.

4. Industrial Development:

- (a) To co-operate with Director and other officials of the Industrial Development Board as requested in Southern Area of Province.

5. Publicity and Public Relations:

- (a) To act as contact point for Department in Southern Alberta.
- (b) To represent Department and supervise functions etc., as required from time to time.

Due to the work of the Southern Area Office quicker and more economical action was achieved in 1949, and personal contacts made were greatly appreciated by all concerned.

Immigration and Cultural Activities were again the two main endeavours during the year. Activities undertaken for the Alberta Travel Bureau were intense just before and during the tourist season, while Industrial Development figured in the Office's schedule from time to time. Publicity and Public Relations work showed an increase toward the end of the year and it is hoped that work for these two Branches will continue to expand in future.

Over six hundred office interviews on all types of Departmental activity were recorded for the year. A total of 18,320 miles were travelled in Southern Alberta on Departmental business.

OFFICE OF THE AGENT GENERAL  
Alberta House, London, England.

The functions of Alberta House in the United Kingdom may be described under immigration, industrial enquiries and general representation.

Immigration

Interest in emigration from the United Kingdom to the Province of Alberta has been maintained during the past year. A total number of 3,563 requests have been received for information on employment, housing, education, cost of living, social services, climate, agriculture, industry, cost of ocean and rail transportation, and sundry other matters pertaining to Alberta. These enquiries represent over 12,000 people.

Skilled artisans in the building and construction trades - carpenters, bricklayers, plasterers, plumbers, painters and interior decorators - have constituted by far the largest single occupational trade group.

The College of Physicians and Surgeons, Province of Alberta, shows the registration of 29 British Doctors during 1949, as compared with the 21 registrations in 1948.

A number of Civil, Petroleum and Electrical Engineers, Geologists, Veterinary Surgeons, Sanitary Inspectors, University Lecturers, School teachers, qualified nurses, hospital and laboratory technicians have become successfully established in the Province during the year.

Despite the 1948 reduction in the amount of emigrant capital transferable from the United Kingdom to Canada (from £5,000 to £1,000 over a period of four years) and the subsequent reduction in the value of sterling settlement funds through the devaluation of sterling in September 1949, emigrant enquiries and known departures during the second half of the year 1949 have shown a most satisfactory increase over the corresponding period in 1948. There has been a marked improvement during the year in the general standard and trade qualifications of applicants for emigration to the Province.

Examination of statistical data shows the transfer of an estimated \$1,196,682, for the calendar year 1949. Active emigration files being carried over from 1949 into 1950 total 1,451.

The immigration staff at Alberta House consists of Canadian ex-servicemen who interview, screen, select or reject emigrant applicants. Many are rejected in the initial stages because of age, occupation or unsuitability for a variety of reasons. Only those whom the interviewers feel will readily adapt themselves to the life and customs of Alberta are encouraged to proceed with their emigration plans. Applications are forwarded to the Immigration Branch at Edmonton where final screening is made. Once an applicant is accepted there, prospective emigrants are advised to proceed with medical and X-ray examinations.

Alberta House works in close co-operation with the Canadian Department of Immigration in the United Kingdom. The primary function of this Department is to ensure that prospective emigrants are physically fit, of sound mind and without criminal record. Literature and information of a general nature is supplied to prospective emigrants, but no up-to-date information on employment, housing and general conditions appears to be obtainable at Canadian immigration offices in the United Kingdom. Such information is at all times supplied by officials of Alberta House.

Selective immigration makes a material contribution to the economic development and industrial expansion of the Province in that:-

- (1) Immigrants bring in new crafts, skills, processes, training and culture.
- (2) Immigrants diversify our productivity and start new industries.
- (3) By far the greater percentage of immigrants from the United Kingdom settle in rural areas and help to build up the rural economy.
- (4) Immigrants mean more home consumers, thus making the Province less dependent on export.
- (5) Immigrants bring considerable money and personal effects into the Province.

It is noted at Alberta House that many of the emigrant applications received during the latter part of 1949 come from people whose friends or relatives emigrated to Alberta during the previous eighteen months. This would seem to indicate that the Alberta Government Immigration Policy is operating successfully.

#### Industrial Development

As a direct result of the discovery of oil in the vicinity of Edmonton, in 1947, and the subsequent discovery of further oil fields in Southern, Central, Northern Alberta and in the Peace River district, the attention of the English-speaking world was focused on Alberta in 1949. Much space has

been devoted in the British press and in leading British financial and industrial periodicals to the Alberta oil discoveries. British Cabinet Ministers and leaders of the United Kingdom Industrial Missions to Canada during the year have stressed in their reports the importance of Alberta as a potential market for British products.

During the year, the Agent General has been instrumental in inducing a number of leading British industrialists to make personal visits to the Province of Alberta. During the latter part of the year, industrial enquiries for information and market data on Alberta have more than quadrupled. A number of United Kingdom manufacturers are contemplating the erection of branch factories, distributing and spare parts depots in Alberta. Agreements have been entered into by a number of United Kingdom firms with Alberta engineering firms, for the manufacture, under patent, of spare parts and the servicing of British oil field equipment in the Alberta oil fields.

The Agent General has been privileged to address a number of meetings of the Council of British Manufacturers of Petroleum Equipment, the members of the British Agricultural Machinery Mission to Canada, the members of the British Textile Mission to Canada, and Chambers of Commerce in the United Kingdom. Alberta House has been represented at conferences held by His Majesty's Board of Trade and by the Canadian Department of Trade and Commerce in the United Kingdom.

It is the policy of His Majesty's Government in the United Kingdom to authorize the transfer of industrial capital only in instances where the establishment of branch factories in Canada will not directly compete with existing British exports. This regulation considerably restricts the flow of United Kingdom industry to Alberta. However, British businessmen are actively seeking ways and means of overcoming this obstacle by raising the considerable amount of capital required through Canadian participation or direct loan.

A number of important projects are being developed in consultation with the Agent General and many more are under preliminary examination.

#### Civil Enquiries

In co-operation with the Immigration branch at Edmonton, assistance has been rendered in the settlement of estates of deceased persons, both in the United Kingdom and in Alberta. A number of enquiries for the whereabouts of missing persons have been brought to a successful conclusion. Information has been obtained on the present value of Alberta real estate stocks and bonds owned by United Kingdom citizens and by Canadians resident in the British Isles.

Numerous enquiries have been received at Alberta House from Alberta born residents in the United Kingdom for copies of Alberta birth, marriage or death certificates. Similar requests have been received from British born residents in Alberta.

Alberta House has, on a number of occasions, been invited to assist representatives of the High Commissioner for Canada in dealing with matters of a purely Provincial nature.

### Representation

Representation of Alberta in the United Kingdom is of considerable importance as the Agent General, in his official capacity, receives invitations to various functions where he has the opportunity of talking about Alberta and of making contacts which otherwise would be difficult to establish.

In the past year the Agent General has represented Alberta at many important official gatherings held by His Majesty's Government in the United Kingdom, by the Corporation of the City of London, and by many leading British business houses. The Agent General has also represented the Province at diplomatic functions held by Commonwealth and European representatives in the United Kingdom.

### Alberta Visitors

The Agent General is, at all times, available to visiting Alberta industrialists, tourists, students, and conference delegates. During the year, Alberta House has assisted Alberta visitors in the United Kingdom in matters of business contacts, currency exchange regulations, passport problems, food rationing registration, United Kingdom and Continental tours, ocean and rail bookings, and the many problems which beset visitors to the British Isles. It is to be hoped that in the coming year an ever-increasing number of Alberta visitors will avail themselves of the facilities which they will find at Alberta House in London.

### Acknowledgment

The Agent General wishes to acknowledge the assistance and co-operation received from all members of the Department of Economic Affairs, and from other Departments of the Government of Alberta.

The close co-operation which exists between Alberta House and the representatives of the Government of Canada, particularly the Department of Trade and Commerce and the Department of Immigration, is also gratefully acknowledged.

THE GEOGRAPHIC BOARD OF ALBERTA

First appointed by Order in Council 254 - 46 dated February 6, 1946, and further regulated by the Geographical Names Act, 1949.

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The Reports of the Board for the years 1946, 1947 and 1948 are contained in the Second, Third and Fourth Annual Reports of the Department of Economic Affairs.

.o.

Members:

Mr. Duncan Innes, M.A.,  
Mrs. Edith Gostick, Provincial Librarian,  
Secretary.  
Mr. John H. Hollaway, M.Sc., Director of Surveys.  
Professor Morden H. Long, M.A., F.R.S.C.,  
Chairman.

.o.

The Honourable A. J. Hooke,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta, for the year 1949.

Respectfully submitted,

Edith H. Gostick, Secretary.

Morden H. Long, Chairman.



REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA  
FOR THE YEAR 1949

The Geographical Names Act

The most important development with respect to the Board during the year was the passage of the Geographical Names Act by the Provincial Legislature on March 29, 1949. This placed the composition and duties of the Board on a statutory basis. It remains responsible to the Minister of Economic Affairs and its members are to be the Director of Surveys for the Province, the Provincial Librarian, and not more than three other persons to be appointed by the Lieutenant Governor in Council. The Provincial Librarian is to act as Secretary.

The duties of the Board are defined by the Act as follows.

- (a) gather, collate, and record information respecting nomenclature of places and other geographical features within the Province.
- (b) consult with and advise government departments, municipalities, railway companies and other bodies or persons concerned with the selection of place names regarding the suitability of proposed names for new townsites, post offices, railway stations, municipal and school districts, and other geographical features;
- (c) consider and make recommendations regarding any proposed change in nomenclature of any place or other geographical feature already in use which may be duplicated by or similar to any name or names established elsewhere or which for any other reason may be deemed or represented to be inappropriate to the place or geographical feature to which it is applied.
- (d) collaborate with the Canadian Board on Geographical Names with respect to the selection of new geographical names, the elimination of alternative or duplicated names, the correct or preferred spelling of established names, and such other matters in respect to geographical names as may be of concern to either Board;
- (e) supply information regarding geographical names to government departments, cartographers, publishers, and any other person or bodies engaged in the preparation of maps or other publications intended for official or public use.

As provided in Sections 5 and 6 of the Act names become official when they have been approved by the Geographic Board of Alberta and by the Canadian Board on Geographical Names and when a notice has been published in the Alberta Gazette signed by the Secretary of the Board and setting out the name or names approved and the location of the place or other geographical feature to which each name applies.

#### Co-operation with the Canadian Board on Geographical Names

From the above it will be noted that one of the duties of the Board is to collaborate with the Canadian Board on Geographical Names. This it has done from the beginning of its activities in 1946 and it is a pleasure to report that relations with the Canadian Board continue to be of the most cordial and co-operative character. To maintain this valuable liaison it is the policy of the Alberta Board that whenever possible one of its members should attend the annual meeting of the Canadian Board. Unfortunately this was not feasible in 1949, but the Chairman of the Alberta Board, when in Ottawa on other business, was able to attend the monthly meeting of the Canadian Board in June and took part in the discussion of the items of the agenda pertaining to Alberta.

#### Co-operation with the Department of Education

During the year, also, a request was received from the Department of Education for the collaboration of the Board in the naming of School Districts. Though this is primarily the responsibility of the Department the Board will be very happy to give every assistance in its power and it has already been of some help in connection with the cases that have been referred to it.

#### The Proposed "Gazetteer of Alberta"

The accumulation of material for the proposed "Gazetteer of Alberta" is proceeding steadily. At present the Alberta-British Columbia Boundary Commission is conducting a survey to delimit more accurately the boundary between the two Provinces. A similar survey is to be made by the Dominion and Alberta Governments of the northern boundary of Alberta. When the results of these surveys become available they will be of great value in the preparation of the Gazetteer.

#### New Names of Special Interest

Of the many names dealt with in the course of the year there are three which should perhaps be mentioned as possessing special interest.

(1) Green Court

Mrs. Ruth Martindale of Green Court, Alberta, in a letter to the Chairman, raised the question whether this name should be spelled in two words as above or in one word as in "Greencourt". With the exception of the Postal Guide all Canadian authorities gave the latter as the correct spelling. Mrs. Martindale contended, however, that the place was named after an ancient historic playground called "the Green Court" close to the famous cathedral in Canterbury, England. Inquiry by the Secretary elicited from the Headmaster of King's College, Canterbury, confirmation of the spelling "Green Court" together with pictures and much interesting information. Accordingly the Board is taking steps to have "Green Court" established as the official spelling.

(2) The Mackenzie Highway

The recently constructed road from Grimshaw, Alberta, to Hay River on the shore of Great Slave Lake in the North West Territories has been most appropriately named the Mackenzie Highway in honour of Sir Alexander Mackenzie who traversed the western end of the Lake in the course of his celebrated journey down the Mackenzie River to the Arctic in 1789.

(3) Ralston P.O.

This name has been given to a community situated on property belonging to the Dominion Government about two and one half miles from the village of Suffield, Alberta. As the well known station for experiment in chemical warfare was established in this area in the course of the Second World War under the responsibility of the late Honourable J. L. Ralston it was deemed most fitting that the new community, which is composed of those who are continuing this work, should bear his name.

War Heroes Honoured

No part of the work of the Board has been more gratifying to its members than the honouring of citizens of the Province who served Canada and the Empire with distinction in the First and Second World Wars by giving their names to physical features within the Province.

The following heroes were so honoured.

<u>PIERRE GREYS LAKES SHEET:</u>	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
STERNE CREEK	56 & 57	7	6

In honour of the late  
F/L J. R. Sterne,  
D.F.C. Edmonton.

This creek is located 60 miles N.W. of Entrance,  
Alberta.

MOBERLY CREEK SHEET:

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>MOUNT BAZALGETTE</u>	53	3	6
In honour of the late S/L I.W. Bazalgette, V.C., D.F.C., Calgary, Alberta, the only Alberta V.C. in the Second World War.			
<u>MOUNT CAMPION</u>	53	3	6
In honour of the late Cpl. (A/Sgt) George Campion, M.M., Edmonton, Alberta.			
<u>MOUNT DE WIND</u>	53	4	6
In honour of the late 2nd Lieut. Edmund De Wind, V.C., Edmonton, Alberta.			
<u>MOUNT GAUNCE</u>	53	3	6
In honour of the late S/L Lionel M. Guance, D.F.C., Lethbridge, Alberta.			
<u>MOUNT HARVEY</u>	53	4	6
In honour of Lieut. F.M.W. Harvey, V.C., M.C., Macleod, Alberta.			
<u>MOUNT LAUT</u>	53	4	6
In honour of the late W/C A. Laut, M.I.D., Crossfield, Alberta.			
<u>MOUNT SWENSEN</u>	53	3	6
In honour of the late F/O S.P. Swensen, Roll of Honour, Battle of Britain, Calgary, Alberta.			

These mountains are situated 20 to 30 miles N. W.  
of Miette.

HINES CREEK SHEET:

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>GERRY LAKE</u>	84	2	6
In honour of the late P/O R. T. Gerry, Roll of Honour, Battle of Britain, Lethbridge, Alberta.			

This lake is situated approximately 12 miles  
N. E. of Hines Creek.

GRIMSHAW SHEET:

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>LEDDY LAKE</u>	85/86	23	5

In honour of the late  
F/L G.B. Leddy, D.F.C.,  
Calgary, Alberta.

This lake is situated approximately 12 miles  
North of Grimshaw.

FORT VERMILION SHEET:

<u>BOWHAY LAKE</u>	120	22	4
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In honour of the late  
F/L S.L. Bowhay, King's Com-  
mendation, Three Hills,  
Alberta.

<u>BUCHANAN LAKE</u>	111	22	4
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In honour of the late  
F/L D.S.J. Buchanan, D.F.C.,  
Edmonton, Alberta.

<u>BURRISON LAKE</u>	117	22	4
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In honour of the late  
L/Sgt. Richard Burrison, M.M.,  
Chauvin, Alberta.

<u>DAVIDSON LAKE</u>	114/115	19/20	4
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In honour of the late  
W.O. 11, (CSM) Wm. David-  
son, M.M., Edmonton, Al-  
berta.

<u>MERRYWEATHER LAKE</u>	119	20	4
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In honour of the late  
Coder Hugh Merryweather,  
M.I.D., Fallis, Alberta.

<u>NASH LAKE</u>	118	21	4
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In honour of the late  
Sub.-Lieut. R.A. Nash,  
M.I.D., Killam, Alberta.

<u>PATENAUDE LAKE</u>	117	20	4
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In honour of the late  
Pte. George Patenaude, M.M.,  
Ponoka, Alberta.

<u>STOVEL LAKE</u>	111	20	4
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In honour of the late  
F/O C.C. Stovel, D.F.C.,  
Craigmyle, Alberta.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>TAERUM LAKE</u>	111	23	4

In honour of the late  
F/L T.H. Taerum, D.F.C.,  
Calgary, Alberta.

These lakes are situated between Fort Smith and  
Fort Vermilion.

Note on Bowhay Lake

An interesting outcome of naming a lake  
Bowhay, after the late F/L S.L. Bowhay, is the  
fact that the residents of Three Hills, Alberta,  
have decided to make in their public park, a  
summer pool, the same shape as Bowhay Lake and  
made to scale.

PEMBINA SHEET:

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>BIGORAY RIVER</u>	51 & 52	8,9,10.	5

In honour of the late  
F/O W.W. Bigoray, D.F.M.,  
of Redwater, Alberta.

The Next of Kin

The next of kin have shown a deep appreciation  
of the public recognition of the heroism and sac-  
rifice of their loved ones. The perpetuation of  
the names of the latter through bestowing them on  
natural features within the Province has in many  
cases moved their families profoundly, and their  
appreciation has been most touchingly expressed in  
letters received by the Secretary of the Board.

Other New Place Names, 1949

Following are other place names adopted by the  
Geographic Board of Alberta in 1949.

CREEKS

Dismal	Rose
Hines	Sneddon
Lathrop	Threepoint
Powderface	Wolf
Quirk	

HILLS

Whitemud

LAKES

Chalmers	Jumbo
Craven	Sinkhole
Eta	Tide
Garfield	Zeta

POST OFFICES

Avenir  
Beacon Corner  
Harrogate

Imperial Mills  
Ladybank  
Terrace Heights

RAPIDS

Blue

SETTLEMENTS

Boggy Hall  
Little Red River

Peace Grove  
Vermilion Chutes

TRADING POSTS

Fifth Meridian

Jackfish River

DELETIONS

CREEKS

Howard  
Quirk

Rainy  
Wolf

LAKES

Four  
Montagneuse  
Three

Two  
Upper Makwa

POST OFFICES

Rainy Hills P.O.

Tide Lake P.O.

RAPID

Blue

RIVERS

Hines  
Muskeg

Wolf

SETTLEMENTS

Brutus  
Fort Vermilion Chutes  
Peerless

Red River  
Site of Boggy Hall  
Tripola

STATION

Harrogate

Synthetic and Commercial Names

It may perhaps be worth noting that as a general rule the Board is opposed to the authorization of synthetic and commercial names and that when such are proposed it seeks to discover suitable substitutes.

### Growth of Public Interest

As the work of the Board grows in volume the public interest in it seems to be increasing. The members of the Board wish in this connection to express their sincere appreciation of the generous publicity given to their work by the newspaper press and the radio stations of the Province. The article descriptive of the work of the Board which appeared in the Alberta Government's publication "Within Our Borders" has also served to inform the public of the work which the Board is trying to do and to create an interest in it.

### Visitors to Meetings

The Board also wishes to record the pleasure afforded by the presence at one or more of its meetings of Mr. R. A. Andison, Clerk of the Executive Council; Mr. R. MacDonald, Co-ordinator of Cultural Activities for the Province; Mr. Norman Soars of Peace River, Alberta; Mr. J. H. Johnston, Assistant Superintendent of Maintenance; and Mr. K. A. McKenzie, Solicitor and Legislative Counsel. The Board is indebted to these gentlemen for their interest and assistance. It also wishes to express its great appreciation of the constant attendance at its meetings of Mr. H. P. Brownlee, Provincial Statistician and Alberta member of the Canadian Board on Geographical Names. His cordial co-operation and experienced advice have been most valuable.



